MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2019/2020

TMG2151- MANAGEMENT

(All sections /Groups)

14 OCTOBER 2019
2.30 p.m -4.30 p.m
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of **TWO (2)** pages excluding cover page.
2. Attempt **ALL** questions. All questions carry equal marks and the distribution of the marks for each question is given.
3. Please print all your answers in the Answer Booklet provided.

QUESTION 1

(a) Define management based on the following terms:

(i) Productivity-oriented (2 marks)
(ii) Process-oriented (2 marks)
(iii) Leadership-oriented (2 marks)
(iv) Goal-oriented (2 marks)
(v) People- oriented (2 marks)

(b) Managers and leaders are different in many aspects. However, both are appointed to manage the organization.

Discuss how managerial roles will influence the organization performance. (15 marks)

(Total: 25 marks)

QUESTION 2

Organizational sustainability depends on how well they react to the ever changing internal and external forces which also determine the organizational behavior or culture.

(a) Describe and discuss FOUR (4) types of organization culture. (16 marks)

(b) Based on your answer in *(a)*, how these culture relates to the environmental change. (9 marks)

(Total: 25 marks)

Continued...

QUESTION 3

(a) Define organizational change and explain the forces driving innovation and change in today's organizations. (10 marks)

(b) List and discuss the SIX (6) steps in the managerial decision-making process. (15 marks)

(Total: 25 marks)

QUESTION 4

(a) Organisations in today's complex business environment depend on effective communication to ensure business success. Not only does effective communication lead to better bottom line results but also much of a manager's time is spent on communicating.

Discuss the communication process. Illustrate the process as part of your discussion. (15 marks)

(b) What is quality and why is quality important to a business? (10 marks)

(Total: 25 marks)

End of Paper